

City of Lincoln / Lancaster County
Information Services Division

Media Partnerships



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Government Webmasters
Conference 2003

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Media Partnerships

- Marketing 101 for Web Services
 - Civic.com June 2000 issue
- 92% of cities do not have a marketing budget
 - City of Seattle, 2003 web survey

Media Partnerships

- RFP rendered \$137,958 of advertising
- RFP – Keep it simple
 - 5 questions
 - Limited to four media groups
 - ISP
 - Television
 - Radio
 - Newspaper

Our Commitment

- Corporate logos placed:
 - on InterLinc homepage
 - on InterLinc promotional materials
 - on signs at public access sites
 - on 5 City TV promotions
 - on and in city buses

Internet Service Providers

- Alltel
 - Reciprocal web links
 - Newspaper ads
 - Billboard ads
 - 10,000 bookmarks produced
 - Bill stuffing

Television

- KOLN – CBS affiliate
 - Reciprocal web links
 - 30 second spots promoting partnership
 - 30 second spots promoting InterLinc
 - On air interviews
 - Cross promotion with other partners

Radio

- Three Eagles - Four stations
 - Reciprocal web links
 - \$800 month advertising
 - On air interviews
 - Printed publications

Newspaper

- Lincoln Journal Star
 - Reciprocal web links
 - One full page ad
 - On line web promotion
 - Electronic billboard sign
 - Printed publications